



STATE OF SOUTH CAROLINA
OFFICE OF THE FIRST LADY

FOR IMMEDIATE RELEASE

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First Lady Jenny Sanford and Hollings Cancer Center's Melanoma Fund Kicks Off Summer With A Helping Hand From Wal-Mart

Event to help raise awareness of Melanoma as summer gets into full swing, tips on how to protect your family, and where to go for free screenings!

Charleston, SC., June 13, 2007 – First Lady Jenny Sanford hosted an event at the Hollings Cancer Center today to educate families on ways to protect themselves against the sun's damaging rays as the summer season kicks into high gear. The announcement will be followed by a series of cancer screenings around the state, which are being made possible by the center's Mobile Health Unit.

Mrs. Sanford said, "Knowing family history, minimizing exposure to the sun, using sunscreen - preferably one with physical blocks (titanium dioxide or zinc oxide), and getting checked early can greatly reduced one's risk for developing melanoma. Hollings Cancer Center is taking innovative steps that include looking at ways to better treat or cure melanoma."

The Hollings Cancer Center and especially the Melanoma Fund are leaders in prevention and critical care services for citizens of South Carolina. They provide valuable education about skin cancer and explain the realities of this disease to ensure prevention where possible, and care for those who develop the disease. "As many of you know, melanoma is 100 percent treatable when detected early and we have a team of experts that are always standing ready to screen patients and treat skin cancer with the latest technology and utmost care," says Dr. Brian Leach, Fellow in Dermatology.

Leach provided a list of life saving tips at the event for those who hit the beach, enjoy the pool, or spend time outdoors during this summer heat. Recommended safety tips include:

- Apply a broad spectrum (UVA & UVB) sunscreen of at least 15 SPF 30 minutes prior to sun exposure and reapply at least every 2 hours for continuous sun exposure.
- Wear sun protective clothing & a broad-brimmed hat to cover as much of your skin as possible.
- Limit sun exposure during the hours of maximal UV exposure, from 10 am to 4 pm.
- Perform regular monthly self-skin exams and seek professional medical evaluation for any new or changing skin lesions.

First Lady Sanford and staff of the Hollings Cancer Center announced that citizens across the state would benefit this summer, by bringing educational outreach to a parking lot in local communities. "Hollings Cancer Center can visit with citizens all over South Carolina because of our new Mobile Health Unit," says Debbie Bryant, Director of Outreach Services for Hollings Cancer Center. "We will have our mobile screening unit at various places across the state this summer where people can get free screenings – one that just might save their life." (See attached calendar for dates/times)

Wal-Mart Stores, Inc. made a surprise donation at the event, providing a \$10,000 grant to the Hollings Cancer Center, and they also provided merchandise for the Mobile Health Unit that can help protect against the sun's damaging rays. Free giveaways include sunscreen, hats, and sunglasses. "We are honored to be a part of the important work the Hollings Center does for patients in South Carolina, many of whom shop our stores every day," said Greg Ley, Market Manager for Wal-Mart Stores, Inc. "We are proud to give a donation of \$10,000 in recognition of the hard work of First Lady Jenny Sanford and the Hollings Cancer Center to ensure we continue to raise awareness and prevention rates of this disease."

Mrs. Sanford said, "Wal-Mart's commitment to melanoma research and prevention is a wonderful gift to the Hollings Cancer Center. I am overwhelmed with gratitude that they have chosen to honor me in such a meaningful way. I know this generous check will contribute to Hollings Cancer Center's continued success in cutting edge research and development in the area of melanoma."

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About the Mobile Health Unit's Free Skin Cancer Screenings

The free skin cancer screenings will be done on the new state-of-the art HCC mobile health unit. The screening is a visual inspection of the skin for suspicious moles or lesions. The screenings will be 10am to 2pm on the following dates and places:

July 14 at the Isle of Palms
August 11 at the James Island County Park.

Visit our web-site www.hcc.musc.edu to review the mobile unit schedule or for more information contact The Hollings Cancer Center Outreach Program at 792-0878

About the Hollings Cancer Center

At the Hollings Cancer Center at Medical University of South Carolina, our patients are more than the sum of their symptoms. We call it care of the whole person. We believe that true healing occurs when both the physical and emotional well-being of each and every patient is restored. We provide a continuum of care that extends to every stage of cancer care, from prevention and diagnosis to treatment and counseling. Hollings Cancer Center is a leader in cancer medicine. Our specialized cancer treatment programs, our vast array basic and clinical research activities, our multi-disciplinary approach and patient-focused philosophy are... our contributions to how cancer will be prevented, diagnosed, treated and cured both now and in the future. For more information, please visit hcc.musc.edu.

For more information on any of the above programs, please call Curry Hagerty at (803) 737-4772.